

CITY OF CAMPBELL

STREETSCAPE STANDARDS

Campbell City Council

Barbara D. Conant, Mayor
Jeanette Watson, Vice Mayor
John J. Ashworth
Donald R. Burr
Robert S. Dougherty

Streetscape Task Force

Lee Akridge
Kim Brodnik
Donald Burr
Barbara Conant
Jackie Costanzo
David Fox
Deke Hunter
Susan Kearns
Susan Landry
Larry Pedersen

Campbell Community Development Department

Steven T. Piasecki, AICP, Director
Randal R. Tsuda, AICP, Senior Planner
Julie C. McCullough, Project Manager

STREETSCAPE STANDARDS

Preface	1
Background	2
Streetscapes	3
Hamilton Avenue	5
Bascom Avenue	7
West Campbell Avenue	9
Winchester Boulevard	11
Implementation	14
Technical Requirements	15
Planting Standard	16
Maintenance	17

TABLE OF CONTENTS

The Interim Streetscape Standards have been developed to ensure consistency in the streetscape treatment along Campbell's major streets. The "streetscape" refers to the land directly adjacent to the street in both private and public ownership. The Standards establish the required design and materials for sidewalks and landscaping. These Standards apply to Hamilton Avenue, Bascom Avenue, Winchester Boulevard, and the commercial portion of West Campbell Avenue west of San Tomas Expressway.

The standards set in this document were developed by a 10-member task force in conjunction with staff. The task force consisted of elected officials, representatives of the development and business communities, and property owners and residents of Campbell. The Interim Streetscape Standards intend to:

- provide a consistent streetscape treatment along major streets that utilizes street trees as a strong component in design
- enhance Campbell's identity and community image
- improve the pedestrian environment along Campbell's major streets
- screen parking areas by providing landscaping between the street and the parking lots.

In the preparation of the Standards, various components of the streetscape system, such as land use, traffic movements, building setbacks, on and off-street parking, existing sidewalk type, and existing plant materials, were studied. The resulting Interim Streetscape Standards provide the requirements to achieve consistent streetscape treatments along the specified streets. Implementation of the streetscape treatments will primarily be the result of private development efforts, however, public projects will also be subject to these standards.

The Interim Standards were adopted by the City Council on August 3, 1993 and they will be effective until the final streetscape standards are adopted with the General Plan Update. The Interim Standards will provide the groundwork for the final standards.

The Interim Streetscape Standards are not intended to replace the existing landscaping requirements stated in Chapter 21.57 of the City's Municipal Code. Instead, the two shall be used in tandem.

This document is meant to provide the public, staff, and the City Council with a complete packet of the streetscape requirements. The components of this document include background information, streetscape design standards for the image streets, implementation requirements, and technical information.

PREFACE

Campbell's community image is created in large part by the major image streets which pass through the City. The image streets, including Hamilton Avenue, Bascom Avenue, and Winchester Boulevard, are wide commercial avenues with varying streetscape treatments and building setbacks. They give Campbell much of its character, are some of its strongest elements of community form, and delineate many of its districts. Most major image streets in Campbell lack a cohesive and consistent image. Instead, the streets have inconsistent street treatment. The streets are auto-dominated and not pedestrian friendly. The strongest consistent image is asphalt.

In 1991, the Campbell Community Design Study was initiated as the first step in a long-range planning effort. The study, through input from City Council, Planning Commission and staff, determined a desired community image for Campbell. One concept discussed in the study was the lack of consistency along Campbell's "image streets." The study recommended unifying each street through a consistent streetscape treatment adjacent to the roadway.

Based on the desired community image developed in the Community Design Study, the City Council and Planning

Commission have been requiring the installation of a upgraded streetscape treatment along major streets. Recent developments which have installed the streetscape are Hamilton Plaza, Home Depot, Kirkwood Plaza, Campbell Gateway Square, and Campbell Plaza. However, there is not an adopted City policy requiring the installation of specific streetscape standards along these streets.

Council directed staff to develop interim standards to be effective until the final streetscape standards in the General Plan Update are adopted. In addition, the City Council appointed a ten-member task force to assist in the development of the standards. Since the Community Design Study provided general design themes, the task force focused on developing detailed streetscape standards including type of sidewalk and planting materials. The task force did not determine specific standards for the City's medians due to the in-depth traffic analysis necessary. Instead they recommended that the design for medians be studied further in the General Plan Update. The interim standards will provide the groundwork for the final streetscape standards. The General Plan update will also address issues which impact streetscape treatment such as building setbacks, parking requirements and building mass.

BACKGROUND

STREETSCAPES

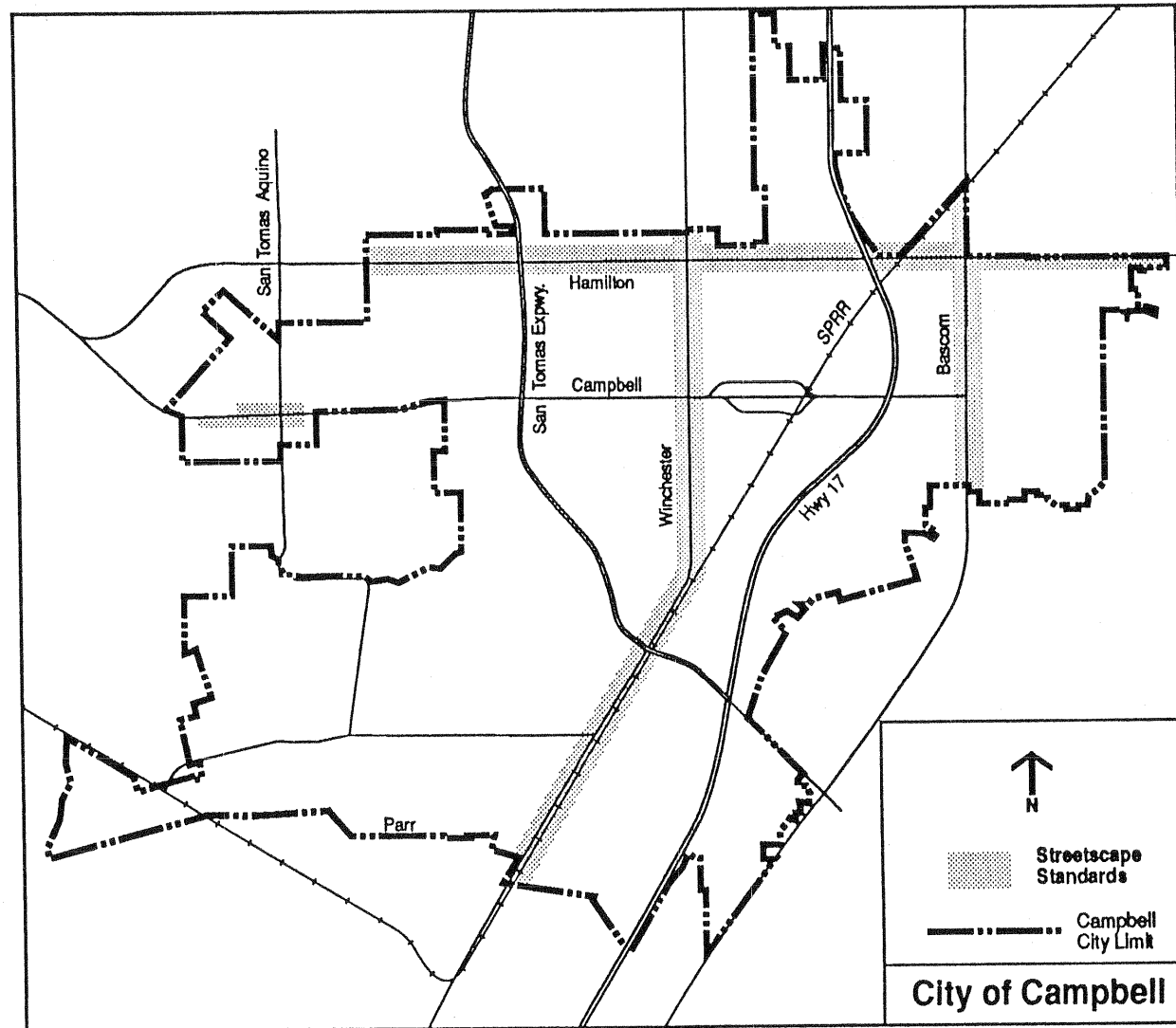
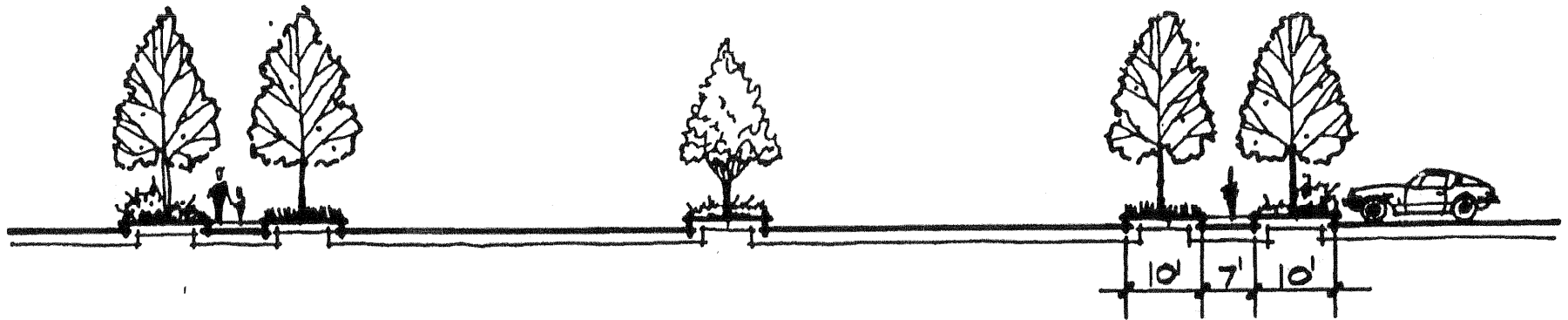


IMAGE STREETS



CONCEPT: Parkway Concept

DIMENSIONS: 10' wide landscaped parkway
7' sidewalk
10' wide landscaped buffer

STREET TREE: Evergreen Ash - *Fraxinus uhdei*

TREE SPACING: Double triangulated row planted 40' on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.

PARKWAY: An approved drought resistant variety of turf shall be planted in the parkway strip.

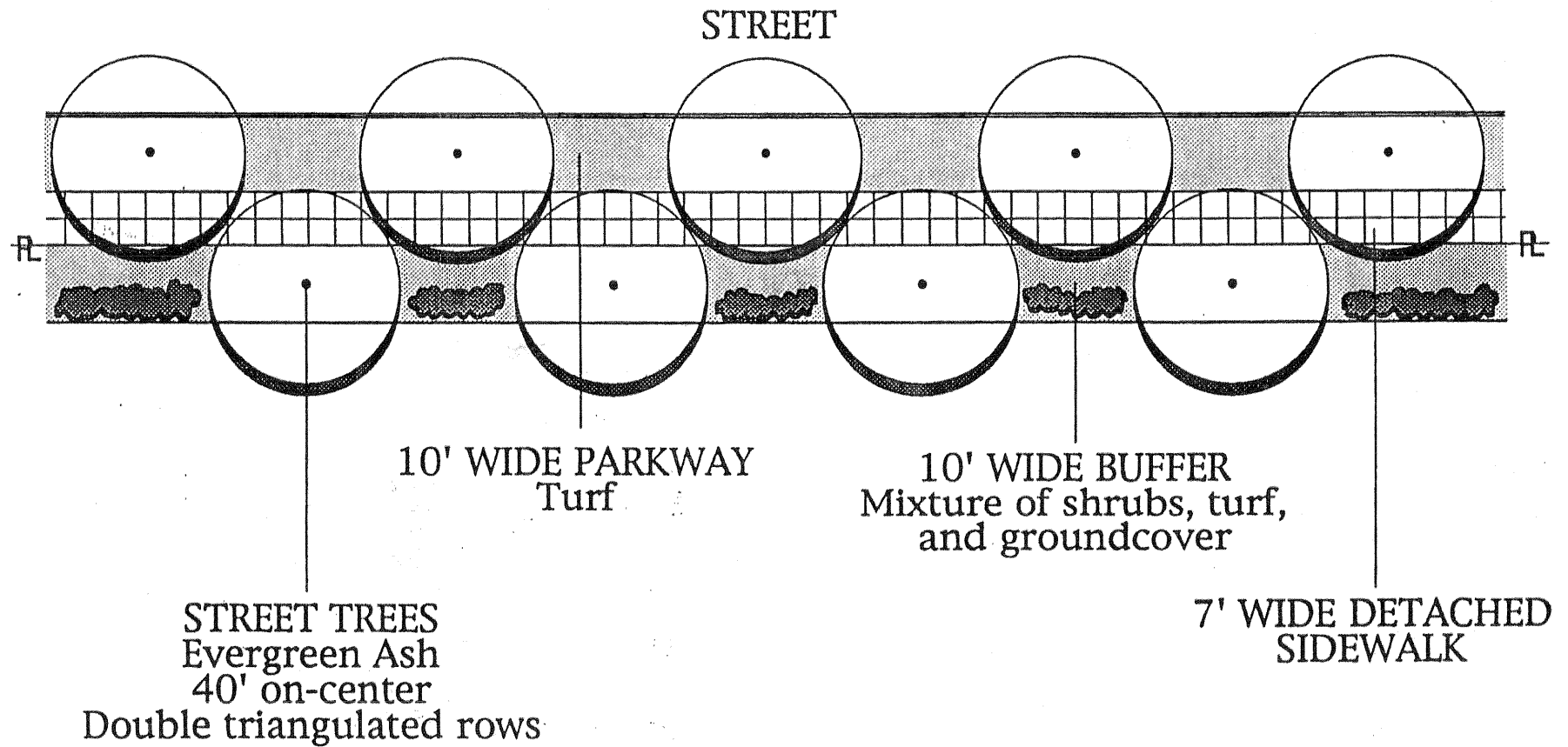
BUFFER:

The buffer shall be planted with a mixture of turf, groundcover, and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.

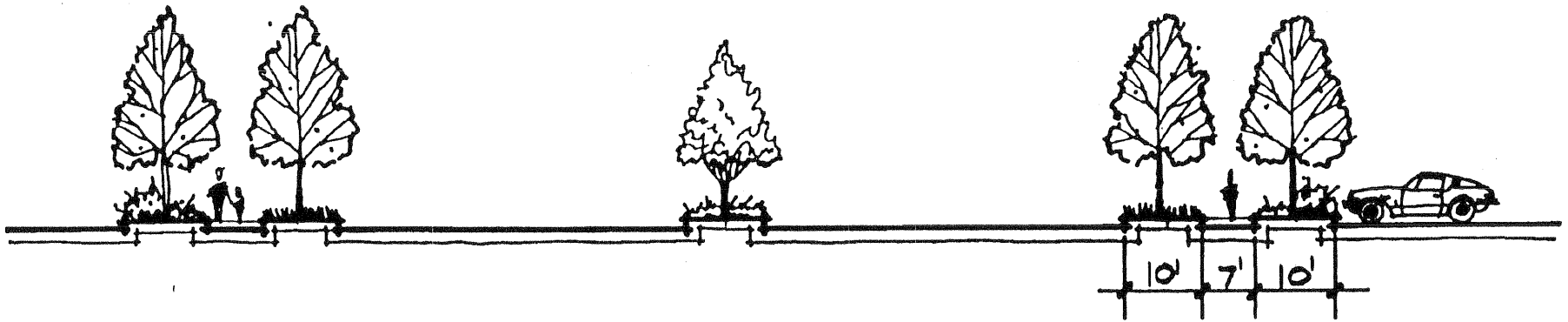
DEDICATION:

The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk into the public right of way.

HAMILTON AVENUE



HAMILTON AVENUE



CONCEPT: Parkway Concept

DIMENSIONS: 10' wide landscaped parkway
7' wide sidewalk
10' wide landscaped buffer

STREET TREE: London Plane 'Yarwood'--Platanus
acerifolia 'Yarwood'. High branch form

TREE SPACING: Double triangulated row planted 40' on
center where possible. There shall be one
tree planted per 40 linear feet of frontage in
both landscaped strips.

PARKWAY:

An approved drought resistant variety
of turf shall be planted in the parkway
strip.

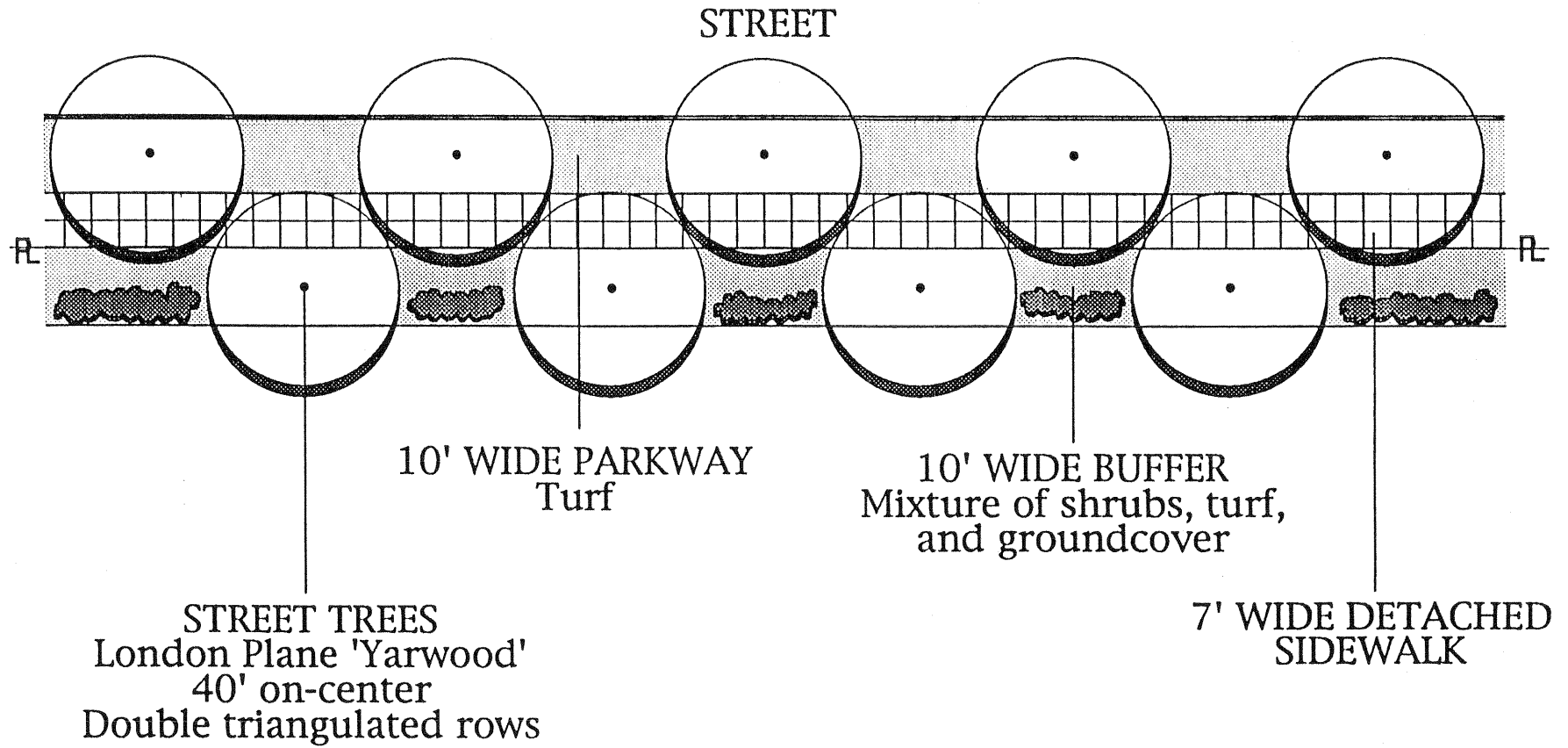
BUFFER:

The buffer shall be planted with a mix-
ture of turf, groundcover, and shrubs.
The back portion of the buffer shall be
planted with shrubs or hedges to screen
parked cars.

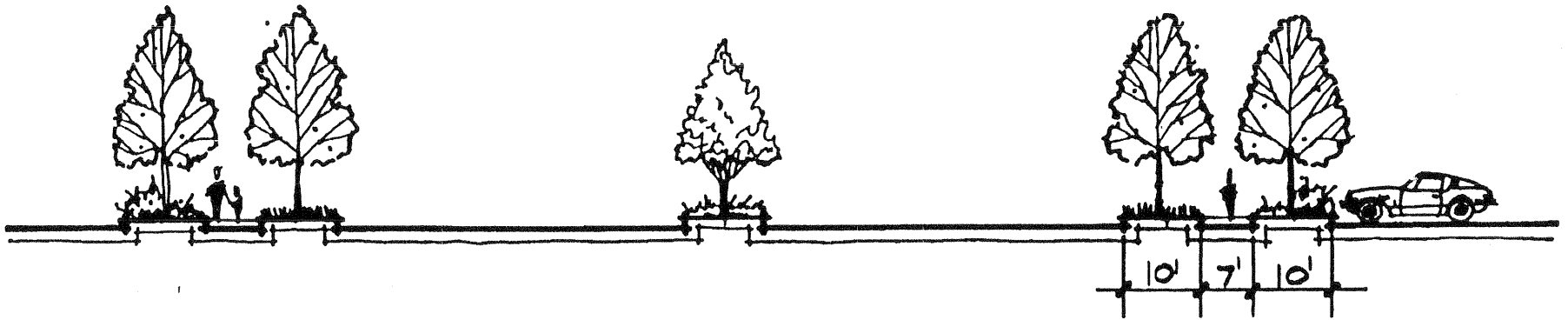
DEDICATION:

The property owner shall dedicate the
necessary land to the City of Campbell in
order to incorporate the parkway strip
and sidewalk into the public right of way.

BASCOM AVENUE



BASCOM AVENUE



CONCEPT: Parkway Concept

BUFFER:

The buffer shall be planted with a mixture of turf, groundcover, and shrubs. The back portion of the buffer shall be planted with shrubs or hedges to screen parked cars.

DIMENSIONS: 10' wide landscaped parkway
7' wide sidewalk
10' landscaped buffer

STREET TREE: Chinese Hackberry- *Celtis sinensis*

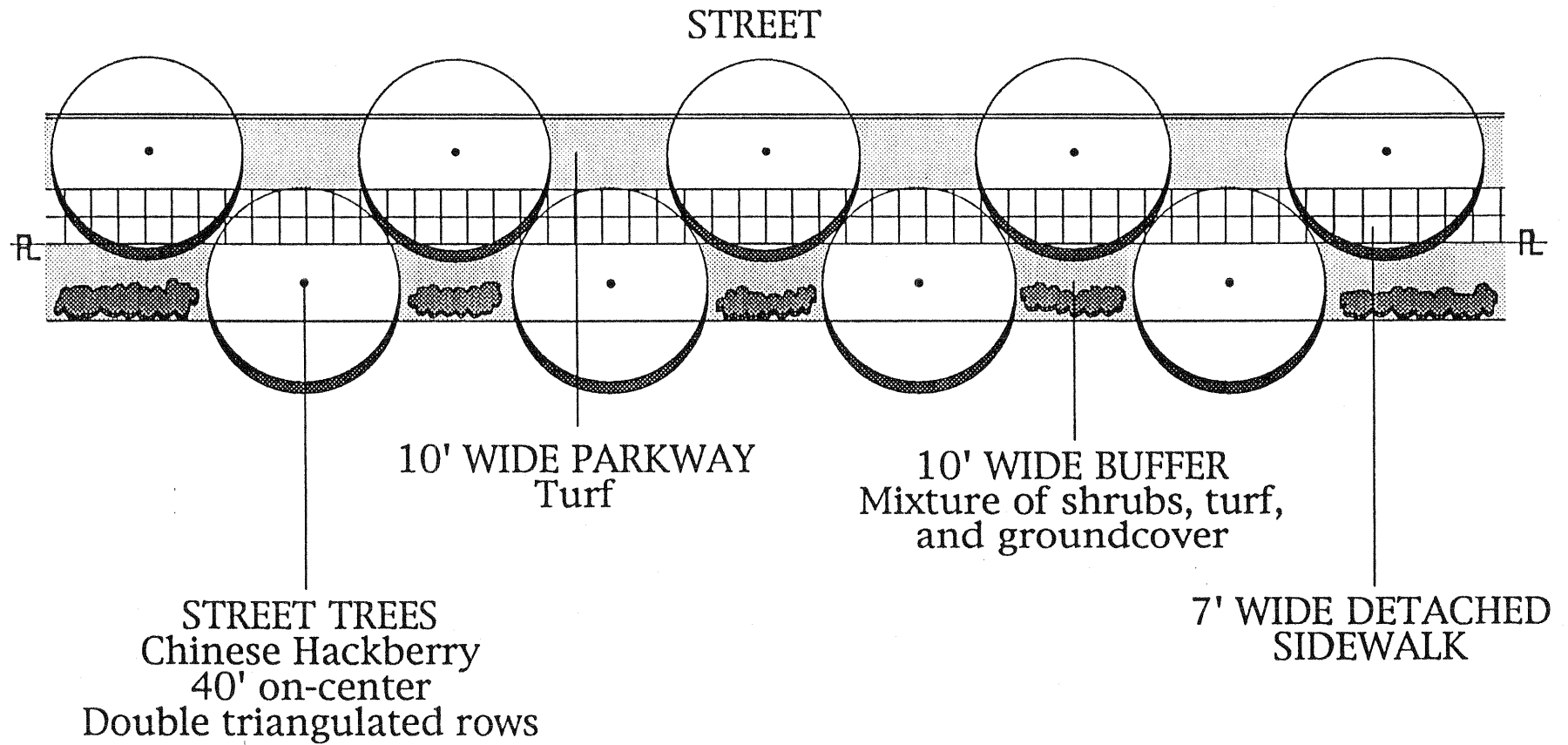
DEDICATION:

The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the parkway strip and sidewalk into the public right of way.

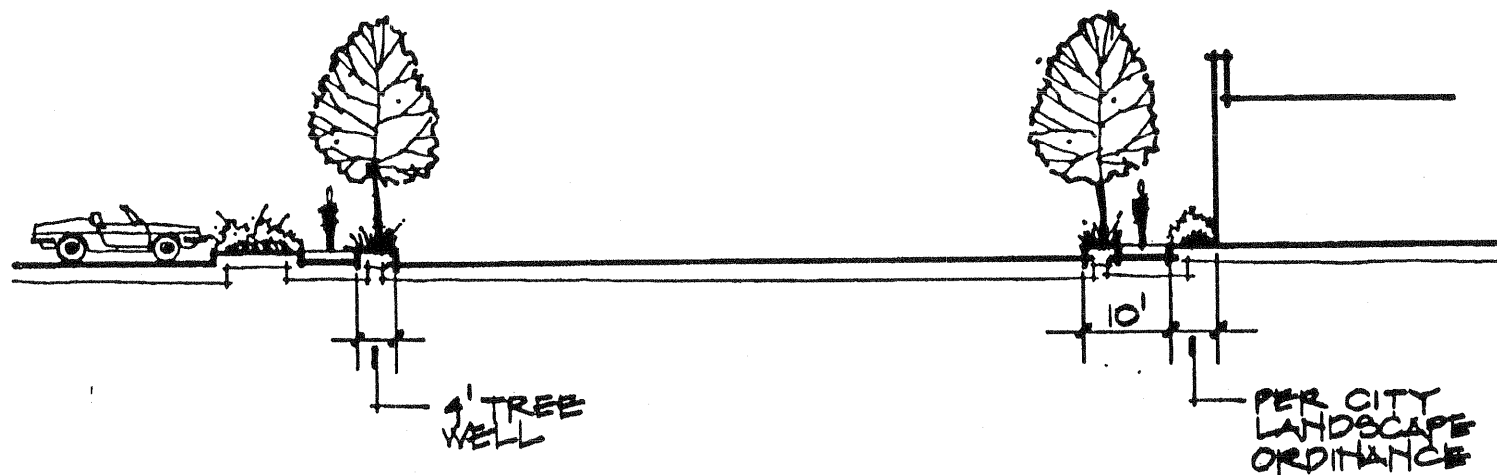
TREE SPACING: Double triangulated row planted 40' on center where possible. There shall be one tree planted per 40 linear feet of frontage in both landscaped strips.

PARKWAY: An approved drought resistant variety of turf shall be planted in the parkway strip.

WEST CAMPBELL AVENUE

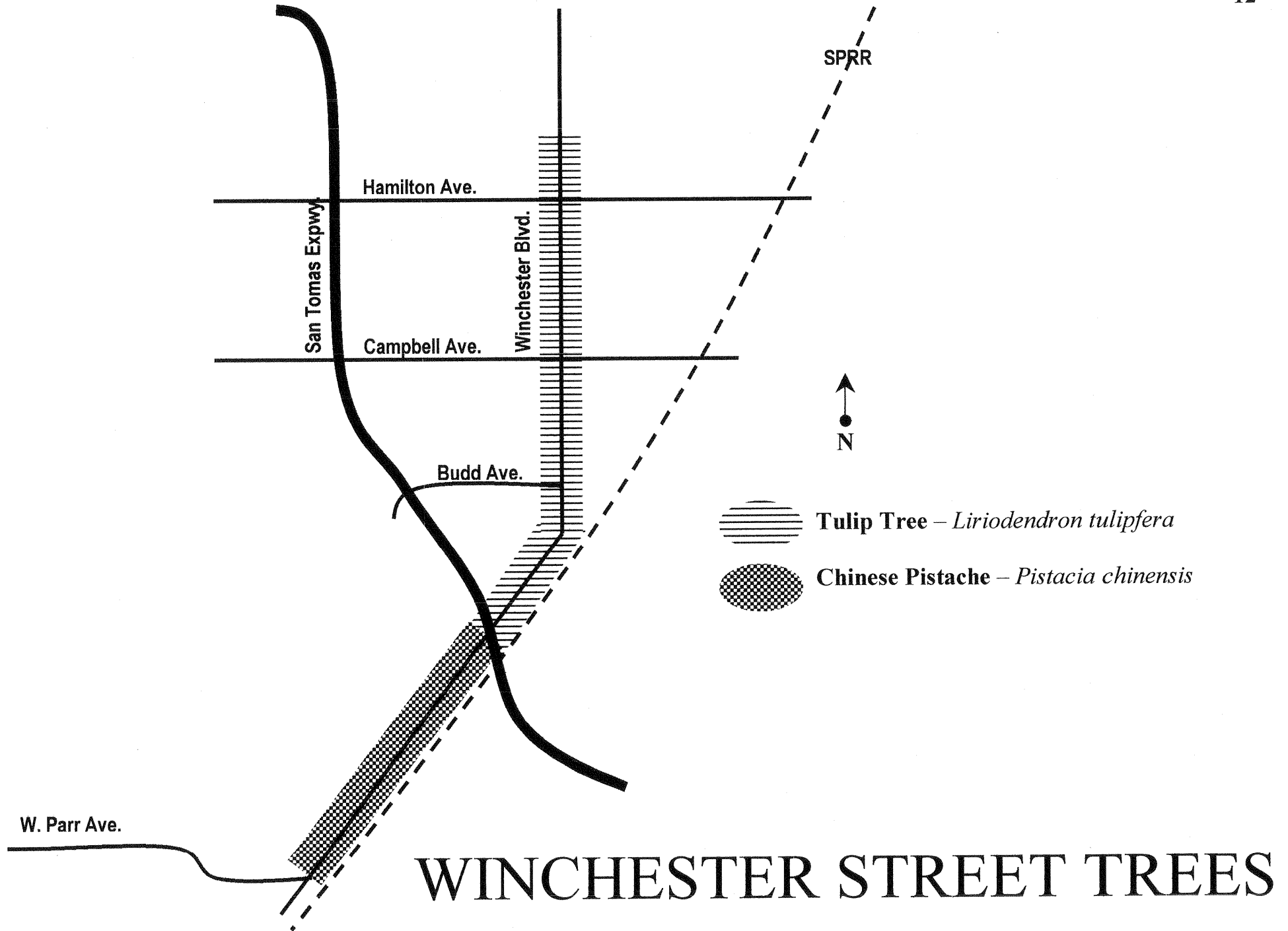


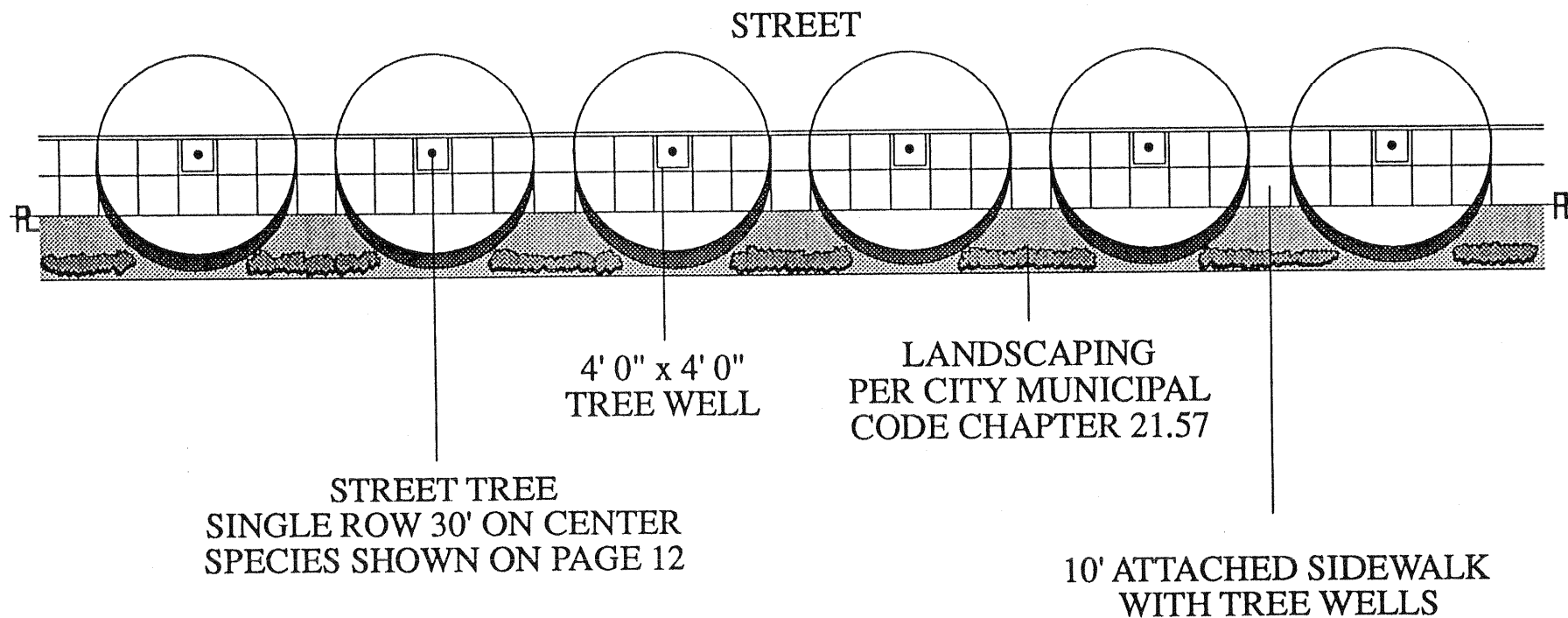
WEST CAMPBELL AVENUE



CONCEPT:	Attached sidewalk with tree wells. Landscaping behind walk with shrubs to screen parking according to Campbell Municipal Code Chapter 21.57.	TREE SPACING:	Single row, planted 30' on center. There shall be one tree planted per 30 linear feet of frontage.
DIMENSIONS:	10' wide sidewalk with tree wells adjacent to curb. Minimum 5'-8' landscaping behind sidewalk per Chapter 21.57 of the Campbell Municipal Code.	TREE WELLS:	4' x 4' except for wells for Tulip Trees which should be 4' deep x 5' wide
STREET TREE:	See street tree diagram on Page 12.	DEDICATION:	The property owner shall dedicate the necessary land to the City of Campbell in order to incorporate the sidewalk into the public right of way.

WINCHESTER BOULEVARD





WINCHESTER BOULEVARD

FULL STREETSCAPE TREATMENT

The full streetscape treatment shall be required for the following projects:

- projects which add 25% new square footage
- projects which remodel 25% of the existing square footage,
- projects which alter over 50% of the length of the facade.

STREET TREES

Street trees shall be required for the following projects:

- projects which alter less than 50% of the facade
- projects which add/alter less than 25% of the existing square footage

EXEMPTIONS:

- Additions of non-leasable square footage not visible to the public and not exceeding 10% additional square footage shall be exempt from the Streetscape Standards.
- The Community Development Director shall have the authority to approve minor alterations of the Interim Streetscape Standards to accommodate unusual site or project-related conditions.

TIMING

All projects shall install the streetscape treatment as a condition of approval with no deferred agreements.

CUMULATIVE DEVELOPMENT

All changes shall be cumulative from the date of adoption. A deed restriction shall be recorded to monitor the percentage of the structure that has been altered.

DEFINITIONS

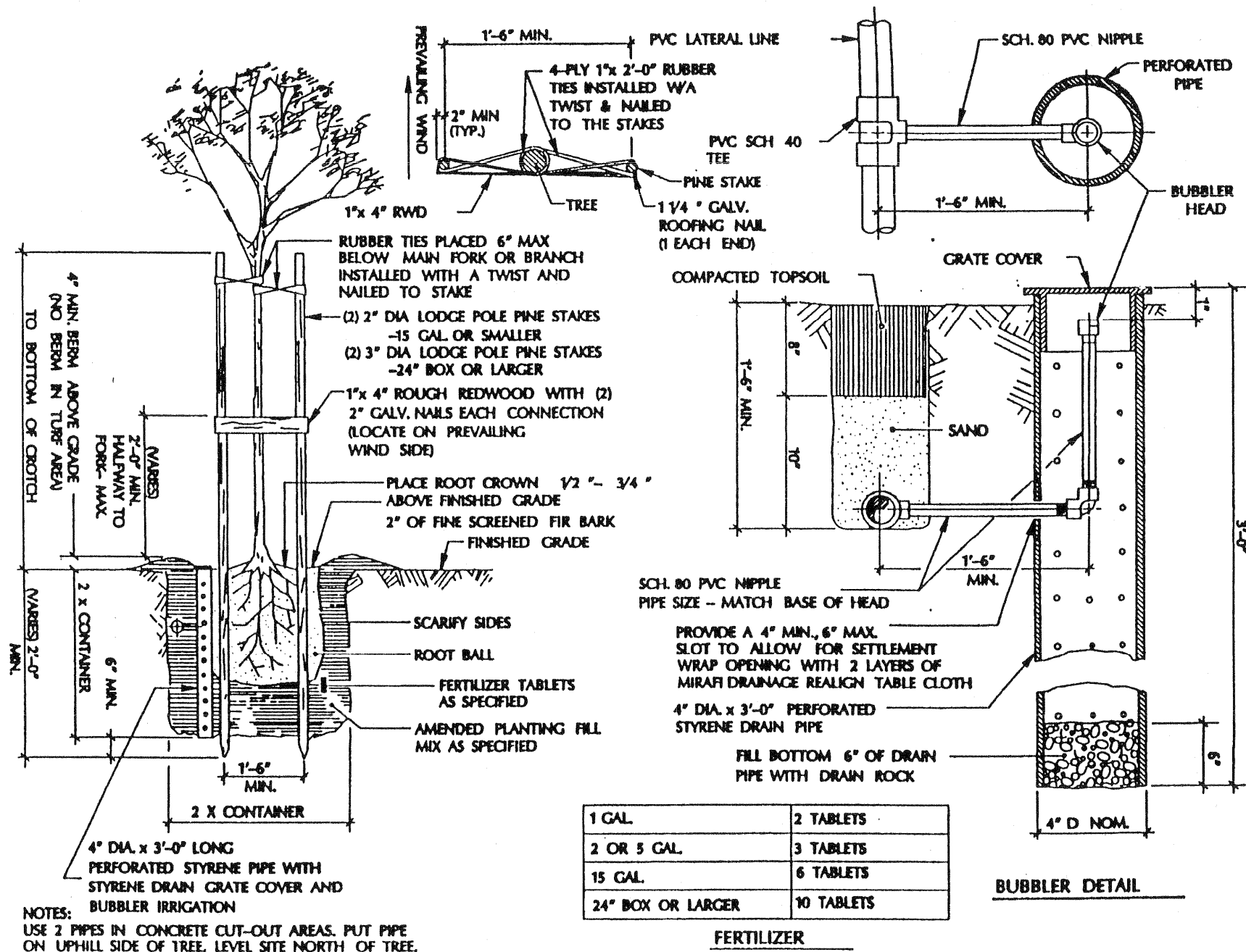
Facade Alteration - A significant architectural modification which changes the character of the project, such as roofs and entryways, measured by linear feet. It shall not include modifications to storefronts solely to accommodate tenants, such as display windows or awnings, nor shall it include maintenance or repainting.

Remodel - Includes any rebuilding or structural alterations which change the supporting members of a building, such as bearing walls, columns, beams, or girders or which alters the exterior appearance of the building. It shall not include interior tenant improvements or structural alterations solely to meet code.

IMPLEMENTATION

- Trees shall be planted according to the attached diagram or other City approved standard.
- Tree size at the time of planting shall be a minimum of 15 gallon trees.
- If new trees are replacing existing trees, larger sizes may be required by the Community Development Director.
- Larger trees may be required by the Community Development Director if the project is determined to be a high visibility project based on location or frontage size.
- When only street trees are required on Hamilton, Bascom, and Campbell Avenues, they shall be planted in 4' x 4' tree wells, 40' on center. Should parkway treatment be required at a later date, these trees shall not be removed.
- Deep watering bubbler irrigation systems shall be required for trees per attached diagram.
- Root shields shall be required for all street trees.
- Trees shall not be planted within a 40' distance from corner to preserve traffic visibility.
- Trees shall not be planted within 15' from a driveway in the direction of oncoming traffic.
- Transition areas shall be built according to City standard details.
- Adjacent property owners shall be responsible for removing the transition area and extending landscaping and irrigation when they are required to install the streetscape treatment.
- Bus stops and duckouts shall be built according to City standard details.
- All utilities shall be located in the landscaped buffer behind the walk on streets with the parkway treatment. Utility boxes shall be screened with landscaping where possible.

TECHNICAL REQUIREMENTS



PLANTING STANDARD

The sidewalks and landscaping within the required streetscape treatment shall be maintained fully by the property owner to City standards.

MAINTENANCE